

CLAIMS:

1. A Liquid Crystal Display (LCD) device,
having a normally-black liquid crystalline cell at least partially arranged as a reflective liquid
crystalline cell,
said liquid crystal display device comprising driving means for driving the liquid crystalline
5 cell, which driving means are operable in
 - an active mode allowing for normal use of the device, and
 - a standby mode for reducing power consumption of the device.
2. The Liquid Crystal Display device of Claim 1, wherein a maximum drive
10 voltage generated by the driving means in the standby mode is lower than a maximum drive
voltage generated by the driving means in the active mode.
3. The Liquid Crystal Display device of Claim 1, wherein a frame frequency of a
drive signal generated by the driving means in the standby mode is lower than a frame
15 frequency of a drive signal generated by the driving means in the active mode.
4. The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline
cell comprises a layer of a vertically aligned liquid crystalline material.
- 20 5. The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline
cell is a transflective liquid crystalline cell.
6. The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline
cell comprises a layer of a vertically aligned liquid crystalline material.
- 25 7. The Liquid Crystal Display device of Claim 6, wherein the layer of the
vertically aligned liquid crystalline material is arranged between a first polarizer and a second
polarizer being oriented at a right angle with the first polarizer.

8. The Liquid Crystal Display device of Claim 1 or 5, wherein a $\lambda/4$ compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.
9. The Liquid Crystal Display device of Claim 6, wherein a cell gap for a transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.
10. The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is about 1.8 times the cell gap for the reflective sub-pixel.